



DO IT
FOR YOUR
PLANET

SUPPORTER PROMISE

Our supporters are at the very heart of what we do and together we are a vital force. We work with passion and inspiration to win conservation battles and drive positive change on behalf of our amazing planet



Registered with



FUNDRAISING
REGULATOR

FUNDRAISING PROMISE

As a member of the Fundraising Regulator you can 'give with confidence' knowing that we comply with its principles. This means we will

- Commit to high standards
- Be clear, honest and open
- Be respectful
- Fair and reasonable
- Accountable & responsible



**DO IT
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SUPPORTER PLEDGE

We pride ourselves on doing what matters to our supporters. Whenever and however you engage with us, you can expect

- A warm, friendly and personalised experience
- A timely and reliable service
- Easy to contact us
- Knowledgeable staff
- The right answer, first time

OUR CONTACT STANDARDS



We're here 24/7 by phone. We'll always aim to answer your call within 10 seconds and the person you talk to will do their best to help. But, on occasions they may need to refer your query to our specialist team



We aim to reply to your email within 2 working days, but sometimes complex queries take a little longer. We'll do our best to keep you informed and you'll always get an acknowledgement within minutes of emailing us



Our award winning live chat (Panda Chat as we call it) is great for a quick response. We're here to help whenever you see the 'chat with us now' icon on your screen, which is typically Mon to Fri 8am to 5pm and Sat 10am - 4pm



When you send us something in the post it takes a little while to reach our team, but once it has, we'll aim to process and reply back within 5 working days. It's at the mercy of Royal Mail for how long it reaches you.



There's lots you can do online to help yourself, from our FAQs to changing your personal details or keeping us up to date with how you'd like to be contacted. Just head to wwf.org.uk/contact with your supporter reference



Our dedicated social media team will aim to reply back to any personal messages you send us within 24 hours. On occasions, if it's complex we may ask if we can take it offline and talk to you by phone or email.



Whether you're visiting our Living Planet Centre, attending an event, stopped in the street or simply have a knock at your door our team will always be polite, friendly and never intrusive. And we'll always be wearing ID



We're always seeking your feedback – It's really important and helps us improve. So if you're ever unhappy with your WWF experience make sure you tell us. We'll fully investigate and reply back to you within 5 working days